



**STATE OF HAWAII**  
**DEPARTMENT OF HEALTH**  
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**Testimony in SUPPORT of S.B. 1049, S.D. 1**  
**RELATING TO ELECTRONIC WASTE RECYCLING**

**REPRESENTATIVE CHRIS LEE, CHAIR**  
**HOUSE COMMITTEE ON ENERGY & ENVIRONMENTAL PROTECTION**

Hearing Date: March 17, 2015

Room Number: 325

1 **Fiscal Implications:** None.

2 **Department Testimony:** This measure would require covered electronic device (computers,  
3 monitors, printers, and portable computers) manufacturers to provide more than a mail-back  
4 option for the recycling of their covered electronic devices. However, a covered electronic  
5 device manufacturer may also include a mail-back option in addition to a collection location as  
6 part of their Hawaii recycling program.

7 The Department of Health supports this measure because we believe that the original intent of  
8 this law (HRS 339D), requiring manufacturers to take-back their electronics for recycling, was to  
9 have manufacturers sponsor on-island collections (either on-going or event based) of their  
10 electronics. However, many manufacturers have offered mail-back only recycling plans. By not  
11 allowing mail-back only recycling plans, Hawaii citizens should have more options to recycle  
12 their electronics. This will also create a level playing field for all manufacturers.

13 Thank you for the opportunity to testify on this measure.



**Consumer Electronics Association**

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**Submitted Via [EEPTestimony@capitol.hawaii.gov](mailto:EEPTestimony@capitol.hawaii.gov)**

Representative Chris Lee, Chair  
House Committee on Energy and Environmental Protection

***Re: S.B. 1049 SD1 Relating to Electronic Waste Recycling  
Hearing: Tuesday, March 17, 8:30 am, Room 325***

Dear Chair Lee and Members of the Committee:

On behalf of the Consumer Electronics Association (CEA)<sup>®</sup>, I am writing to provide testimony in **support** of S.B.1049, SD1, which proposes to update requirements under Hawaii's electronics recycling law.

CEA is the preeminent trade association promoting growth in the U.S. consumer electronics industry. CEA represents more than 2,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, in-vehicle electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. For many years, CEA has supported and advanced electronics recycling as part of the industry's broader commitment to environmental sustainability. CEA's comprehensive approach to electronics recycling includes industry initiatives related to public policy, consumer education, research and analysis, and industry standards.

CEA supports both the basic idea of the bill – that manufacturers of products that need help being recycled should be required to do more than just operate a mail back program. Mail back (and its many variations) has become a viable collection strategy for certain smaller electronic devices. However, as the focus on the existing Hawaii electronics recycling law is on larger electronic devices, prohibiting mail back-only plans does make sense. Also, the current language as amended in the SD1 would allow manufacturers of tablets – which are in demand by retailers across Hawaii – to comply with the law by documenting that demand.

CEA is also happy to provide information to consumers about where they can recycle their old electronics in Hawaii. In addition to paid and earned media coverage of collection events during 2013 and 2014, CEA provides a zip code locator for ongoing Hawaii recycling locations at [www.greenergadgets.org](http://www.greenergadgets.org). In addition, CEA provides information about Hawaii collection events at [www.greenergadgets.org/Hawaii](http://www.greenergadgets.org/Hawaii).

CEA looks forward to continuing to help support electronics recycling in Hawaii.

Thank you for the opportunity to provide testimony in support of S.B. 1049, SD1.

Sincerely,

THE CONSUMER ELECTRONICS ASSOCIATION

A handwritten signature in black ink, appearing to read 'Walter Alcorn', with a stylized flourish at the end.

Walter Alcorn

Vice President, Environmental Affairs and Industry Sustainability

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HOUSE COMMITTEE ON ENERGY & ENVIRONMENTAL PROTECTION  
Tuesday, March 17, 2015 — 8:30 a.m. — Room 325

**UluPono Initiative Strongly Supports SB 1049 SD 1, Relating to Electronic Waste Recycling**

Dear Chair Lee, Vice Chair Lowen, and Members of the Committee:

My name is Brandon Lee and I am the policy and public-private partnership associate at UluPono Initiative, a Hawai'i-based impact investment company that strives to improve the quality of life for the people of Hawai'i by working toward solutions that create more locally grown food, increase clean, renewable energy, and waste reduction. We believe that self-sufficiency is essential to our future prosperity, and will help shape a future where economic progress and mission-focused impact can work hand in hand.

**UluPono strongly supports SB 1049 SD 1**, which bans the mail-back only option for an electronics manufacturer, because it aligns with our goal of reducing waste in Hawai'i. In 2011, UluPono conducted an internal waste analysis to identify opportunities to improve the waste system. One recommendation was to improve the collection, processing, and disposal of electronic waste. Electronic waste was chosen because it is one of the fastest growing waste streams as a share of the total waste flow.

In 2011, an estimated 7,000 tons of electronic waste were generated on O'ahu. This quantity is expected to grow as more electronic products are consumed by the public, and as the pace of technological change and obsolescence continues at an extremely high rate. One trend that will drive quantities in the near-term is the transition from cathode ray tube (CRT) monitors to LCD flat panel monitors, resulting in large quantities of CRT material in the short-term and eventual increases in LCD material. In addition, LCD monitors are expected to have a shorter lifespan than CRT monitors, leading to a higher long-term waste generation rate.

Therefore, in 2012, UluPono joined the legislatively mandated electronic waste task force to tackle electronic waste issues. The task force had many areas of disagreement amongst its members about various electronic waste strategies. Yet, one of the few areas of agreement was that the mail-back only option was not effective.

In the current system, many businesses were allowed to create a mail-back only option to

*Investing in a Sustainable Hawai'i*

recycle their electronic products. Mail-back only programs involve shipping electronic goods back to the original manufacturer located outside of Hawai'i. The effect of this was that many residents ended up not recycling. In particular, this mail-back only policy was detrimental on the neighbor islands where some companies implemented a mail-back only policy and nothing else. The program is prohibitively expensive and time consuming for both the resident and business.

As Hawai'i's waste issues become more complex and challenging, we appreciate this committee's efforts to look at policies that address these issues.

Thank you for this opportunity to testify.

Respectfully,

Brandon Lee  
Policy and Public-Private Partnership Associate



**Testimony of Hawai'i Green Growth In Support of SB1049 SD1  
Relating to Electronic Waste Recycling  
Senate Committee on Energy & Environmental Protection  
17 March 2015, 3:45pm, Room 325**

Audrey Newman  
Hawai'i Green Growth  
P.O. Box 535 Ho'olehua, Hawai'i 96729

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*Hawai'i Green Growth is a voluntary partnership of more than 70 state, county, federal, business, and non-governmental leaders from energy, food production, natural resources, waste reduction, planning, green jobs, and other sectors who have come together to support a shared statewide commitment and tangible actions toward sustainability and a model green economy.*

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Aloha Chair Lee, Vice Chair Lowen, and Members of the Committees:

**Hawai'i Green Growth (HGG) strongly supports SB1049 SD1**, which will aid electronic waste recycling by prohibiting electronic device manufacturers from only providing consumers with a mail-back recycling option. HGG identified electronic waste recycling as an important action to help advance action the *Aloha+ Challenge* waste reduction target to "reduce the solid waste stream prior to disposal by 70% through source reduction, recycling, bioconversion, and landfill diversion methods."

The *Aloha+ Challenge: A Culture of Sustainability – He Nohona 'Ae'ōia*, is a joint leadership commitment to achieve six sustainability targets by 2030 in the areas of clean energy, local food production, natural resource management, solid waste reduction, smart growth and climate resilience, green jobs and education. The *Aloha+ Challenge* was unanimously endorsed by the 2014 Legislature (SCR 69) and signed by Hawai'i's Governor, Mayors and Office of Hawaiian Affairs. It was also internationally recognized as a model of integrated sustainability at the UN Conference on Small Island Developing States in Samoa.

Waste is one of the most tangible indicators of sustainability, especially for an island state. In 2011, an estimated 7,000 tons of electronic waste were generated on O'ahu, and this figure is predicted to continually increase and incur collection and disposal costs that will ultimately be transferred to Hawai'i's people.

As a partnership representing Hawai'i's leaders in environment, food and energy, HGG asks for your support of **SB1049 SD1** to strengthen electronic recycling and take important steps towards overall waste reduction in Hawai'i.

Mahalo,

**Audrey Newman**

Senior Advisor, Hawai'i Green Growth (HGG)

*Bringing leaders together to achieve sustainability in Hawai'i & be a model for a green economy*

<http://www.hawaiigreengrowth.org>

lowen2-Thomas

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From: mailinglist@capitol.hawaii.gov  
Sent: Sunday, March 15, 2015 1:39 PM  
To: EEPtestimony  
Cc: amybrinker@mac.com  
Subject: \*Submitted testimony for SB1049 on Mar 17, 2015 08:30AM\*

**SB1049**

Submitted on: 3/15/2015

Testimony for EEP on Mar 17, 2015 08:30AM in Conference Room 325

Submitted By	Organization	Testifier Position	Present at Hearing
Amy Brinker	Individual	Support	No

Comments:

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lowen2-Thomas

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From: mailinglist@capitol.hawaii.gov  
Sent: Sunday, March 15, 2015 10:00 PM  
To: EEPtestimony  
Cc: jamesjtz@aol.com  
Subject: \*Submitted testimony for SB1049 on Mar 17, 2015 08:30AM\*

**SB1049**

Submitted on: 3/15/2015

Testimony for EEP on Mar 17, 2015 08:30AM in Conference Room 325

Submitted By	Organization	Testifier Position	Present at Hearing
James Gauer	Individual	Support	No

Comments:

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